

## **Dawn in the grain forest: Developing and marketing composite panels from agricultural fibers**

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Panel Source International a division of Marketing Results Inc. specializes in the “alternate panel” industry, through sales, services and solutions. The company markets panel products from five North American agri-panel producers. Additionally, the company is actively involved in supplying consulting services to various organizations involved, or thinking of getting involved, in this new industry. The company is well recognized for its “Panel Max” consulting system, and is also the publisher of *The Alternate Panel Report* a monthly in-depth analysis of developments in the alternate panel industry, including manufacturing, research, sales and marketing.

Panel Source International is primarily engaged in the sales, marketing and distribution of these panel products into numerous areas including Canada, the United States, Japan, South East Asia, Australia, the Middle East, and Western Europe. Over the last 4 years, the company has dealt exclusively with consulting projects, and long term sales and marketing services, for a variety of North American agricultural panel mills.

Agri-panels are included in a family of panel products known as “Composite Panels”. Other members of this family include particleboard, hardboard, and medium density fibreboard (or MDF for short). All of these panels are generally for interior use, and have a wide variety of applications, including: household furniture, cabinets and countertops, office furniture, retail displays, shelving, trim and moldings, and other uses.

The composite panel industry, while well hidden, is an extremely large and well-diversified industry. North American consumption of composite panels equaled approximately 8 billion square feet in 2000, and is expected to jump to 10 billion square feet in 2002. It is within this industry that the new agri-fibre mills will compete.